



# USDA Weekly Retail Turkey Feature Activity

Fri. May 26, 2006

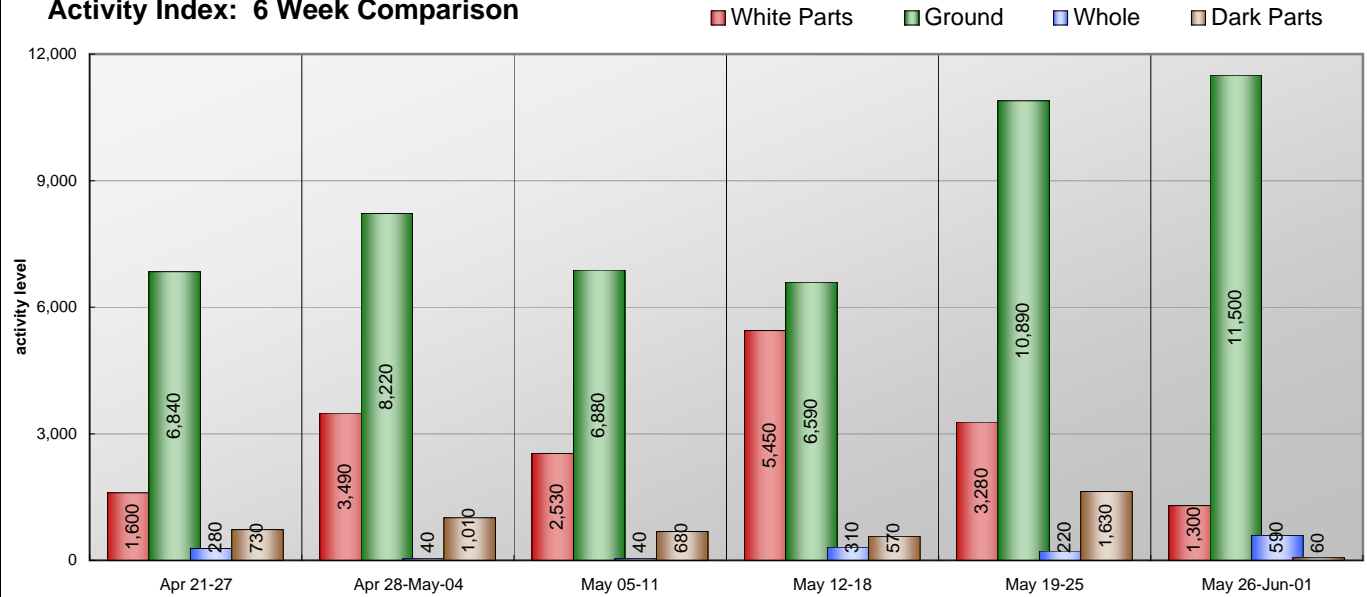
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/26 thru 06/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>41.1% of 17,000 outlets</b>		<b>48.3% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>9.6%</b>		<b>2.3%</b>	
<b>Activity Index 2/</b>	<b>13,450</b>		<b>16,020</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>				
Fresh - Hens	520	1.19	220	1.27
" - Toms	30	1.15		
Frozen - Hens	20	0.99		
" - Toms	20	0.99		
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	170	1.97		
Frozen	90	1.53	660	1.31
<b>Hotel Style</b>				
Fresh	90	1.49		
Frozen				
<b>Split, bone-in</b>				
Fresh	60	2.14		
Rotisserie	300	5.39	450	7.27
<b>Boneless, whole</b>				
	110	2.99	350	3.63
Cutlets	350	3.99	1,240	3.62
Strips			150	3.99
Tenders	130	3.91	430	3.68
<b>Drumsticks</b>				
	20	0.99	810	1.31
<b>Thighs</b>				
			820	1.31
<b>Wings</b>				
<b>Necks</b>				
Smoked Drumsticks	20	1.59		
Smoked Wings	20	1.59		
Smoked Necks				
<b>GROUND TURKEY:</b>				
Patties	2,470	2.45	2,860	2.48
Sausage	3,560	2.23	1,540	2.88
85% lean	240	1.65	1,480	1.85
93% lean	4,640	2.23	2,000	2.19
Breast	590	3.99	3,010	3.90

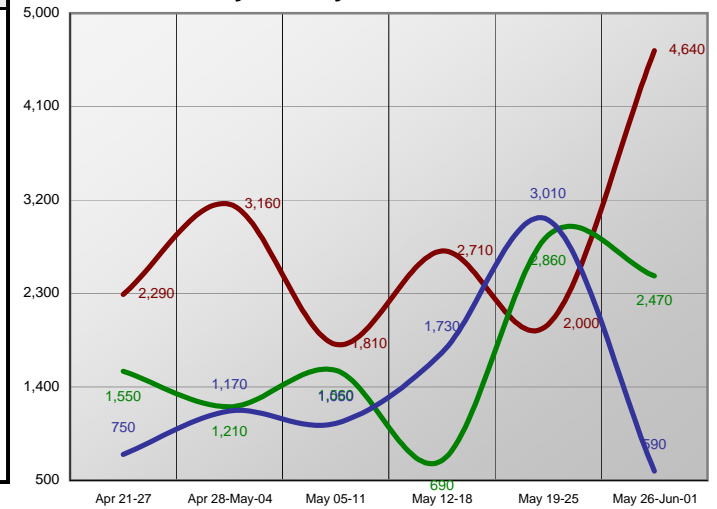
## Activity Index: 6 Week Comparison



## Turkey Featuring - 05/26 thru 06/01

Ahead of the Memorial Day weekend, feature activity for turkey is largely limited to ground turkey for grilling. A few locations are promoting smaller fresh whole birds as a grilling item but these features are limited. Breast cut featuring is fairly quiet this week with no clear direction on pricing. Ground turkey for the holiday weekend dominates turkey advertising this week with lean ground turkey, link sausage and patties all seeing sharply higher ad activity on slightly firmer average feature price levels. Chicken, beef, and pork dominate ad space this week as the first big summer grilling weekend is upon us.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



# USDA Weekly Retail Turkey Feature Activity

Fri. May 26, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/26 thru 06/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	40.4% of 7,900 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 6,430			29.2% of 5,200 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 2,830			58.5% of 3,900 sampled outlets 19.2% of stores w/ no-price promotions Activity Index = 4,190		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens				1.08	10	1.08	1.19	510	1.19
" - Toms				1.08	10	1.08	1.19	20	1.19
Frozen - Hens							0.99	20	0.99
" - Toms							0.99	20	0.99
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99	150	1.99				1.79	20	1.79
Frozen				1.49	70	1.49	1.69	20	1.69
Hotel Style									
Fresh	1.49	90	1.49						
Frozen									
Split, bone-in									
Fresh	1.99	50	1.99	2.89	10	2.89			
Rotisserie	3.99	160	3.99				6.99	140	6.99
Boneless, whole	2.99	110	2.99						
Cutlets	3.99	320	3.99	3.99	30	3.99			
Strips									
Tenders	3.99	110	3.99	3.49	20	3.49			
Drumsticks	0.99	10	0.99	0.99	10	0.99			
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.59	20	1.59						
Smoked Wings	1.59	20	1.59						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	1,020	2.42	1.99 - 2.99	440	2.33	2.50 - 3.00	1,010	2.53
Sausage	1.99 - 2.59	1,720	2.18	1.99 - 2.84	1,040	2.38	2.05 - 2.46	800	2.13
85% lean	1.29 - 1.69	10	1.51	1.66	230	1.66			
93% lean	1.99 - 2.69	2,110	2.30	0.99 - 2.62	900	1.98	2.00 - 2.59	1,630	2.28
Breast	3.99	530	3.99	3.99	60	3.99			

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 2